

REMARKS

A petition for extension of time of one month is attached.

Claims 1 - 5 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over "Cat Hymns" Internet Site in view of Lee. As the Examiner points out, the Cat Hymns site discloses only the idea of providing a bookbag with a cover corresponding to the book contained within the bookbag. The Cat Hymns artwork is included on at least one other item and apparently functions as a logo.

The present invention as now claimed is directed to a method for increasing the sale and exchange of books in a series of books, the books written for school age (grades K - 6) children. To that end, each book of the series is provided with a unique cover, and sold in a book bag having the unique cover. As there might be several books in the series, children, and more importantly their parents, may not wish to purchase all of the books in the series at once. In order to provide the child a chance to read all of the books in the series, and to encourage social interaction among children, the inventor has proposed the marketing scheme as embodied in new claims 13- 20. Once the child has read additional books in the series (after exchanges with peers), he/she can decide which of the additional books in the series he/she would wish to purchase or own. With prior art children's readers series and associated merchandising, it is entirely possible that the child carrying the merchandising doesn't even own a single book in the series. With the present invention however, the marketing method all but ensures that the child owns at least one book in the series, and it would be apparent to any child within close proximity *which of the books in the series a particular child owns*. This method of promoting the exchange of books, as recited especially in claims 17 -20, which is directed to a method of promoting *the exchange* of books, is not shown or suggested by any of the references cited by the examiner, either alone or in combination. The Cat Hymns reference, as the examiner points out, discloses the idea of providing a bag for containing a book or CD, wherein the bag has a unique cover illustration. However, the Cat Hymns cover illustration is not related to a particular story or hymn, but is rather directed to a collection

of stories or hymns.

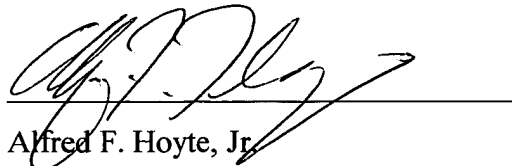
The examiner also states that "it would have been an obvious matter of design choice to place any desired unique illustration on the panel of the bag...", and that "... the invention would perform selling equally well with one unique cover illustration on one panel of the bag." However, as noted above, the whole point of the invention is not to place illustrations on the bag for advertising or marketing purposes, but for the purpose of encouraging the exchange of books among children. This purpose is facilitated by providing unique cover illustrations for each story in a series of stories, so that children may readily visually discern which children have books which they have not yet read. The criticality of having more than one bag is therefore apparent if the thrust of the invention is to promote the exchange of books among readers, as a particular child can immediately determine which children among their group of peers have a different book (in the series of books) from whichever one he/she may own.

To illustrate the effectiveness of the invention as now claimed, an article from the Washington Afro American, dated November 25, 2005 is attached.

The prior art made of record and not relied upon is not considered pertinent to the invention as now claimed.

In accordance with the above, the application, with claims 1-5, is believed to be in condition for allowance, which action is respectfully requested.

Respectfully submitted,



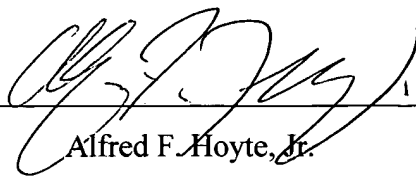
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Reg. No. 33,512



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